

Case Study—Pélissier & Perroud

Pélissier & Perroud uses LexisNexis Newsdesk® to access the right information at the right time



Location:
Switzerland

Industry:
Competitive and market intelligence

Offering:
Strategic and economic intelligence

Product Summary:
LexisNexis Newsdesk®

“ Because time is crucial for our business, we need a tool that is easy to manage and that quickly compiles our recurring research and monitoring tasks. ”

Stéphanie Haesen Perroud
Director Business Development
Pélissier & Perroud

LexisNexis Newsdesk® brings reliable news and analysis together for efficient research

Pélissier & Perroud is an international business consultancy focusing on competitive and market intelligence. The company provides strategic and economic intelligence services to help accelerate their customer's competitiveness and reduce business risk.

With more than 15 years of experience in Competitive and Market Intelligence, the founders of Pélissier & Perroud know that good decisions cannot be made without good information.

Challenge:

Deliver crucial information faster

Pélissier & Perroud's objective is to help Swiss organizations to develop and sharpen their competitiveness in today's dynamic and fast moving economy. In this environment keeping a close eye on competitors to monitor their developments and performance is vital. Accessing reliable competitive intelligence in the form of media monitoring, competitive intelligence reports and ad hoc research projects is a necessity for their customers to stay informed and stay ahead.

To provide these services, Pélissier & Perroud's specialist research team needs access to global premium news content, all accessible from a single source. Before working with LexisNexis Newsdesk, Pélissier & Perroud had to monitor news and information manually, spending a considerable amount of time checking RSS feeds and hundreds of sources daily.

“LexisNexis Newsdesk® allows us to analyze the news efficiently without getting lost in the information overflow, while ensuring that we have covered the large number of sources that we need to monitor.”

Stéphanie Haesen Perroud
Director Business Development
Pélissier & Perroud

Solution:

LexisNexis® delivers news and analysis in one user-friendly interface

LexisNexis Newsdesk® is a media-monitoring and analytics solution that allows you to search, analyze and share critical information necessary for making data-driven decisions. Pélissier & Perroud chose LexisNexis Newsdesk to consolidate their media monitoring on one easy-to-use tool.

Pélissier & Perroud now benefits from:

- Access to more than 56.000 licensed and open news sources in near real time
- Sources from more than 100 countries in 75 languages
- Customizable distribution tools
- Extensive analytic tools
- Available anytime, anywhere
- Individual customer support

The user-friendly interface means that employees can efficiently manage and modify their media-monitoring searches. The team can now access all the information they need with one click, saving valuable time which can be spent on high-value strategic consulting.

Results:




Employees search only the relevant information without the ‘noise’

Reliable information is paramount at Pélissier & Perroud where thorough checks are implemented on all sources used. This includes source type, credibility of the source, author and even grammar checks.

These indicators help evaluate the reliability of the source. If in doubt, Pélissier & Perroud even uses its global network to validate the information, for example through associations, regional industry experts, and translators.

LexisNexis Newsdesk’s source ranking feature allows employees to complete this process quickly and more efficiently than before. Now, instead of filtering through pages of Google search results, which can be skewed by search engine optimization and user preferences, Pélissier & Perroud employees can filter out the ‘noise’ and focus on relevant information only.

For More Information

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About LexisNexis®

After nearly 40 years providing solutions that help organizations harness the power of information, LexisNexis remains dedicated to developing innovative media-monitoring tools to support data-driven decision-making. Our commitment extends beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights—and value—from LexisNexis solutions.